GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:445
ANSWERED ON:20.11.2007
NEW ADVERTISEMENT POLICY.
Singh Shri Chandra Bhushan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has evolved a new advertisement policy;

(b) if so, the details thereof;

(c) whether the Government has sought suggestions from the stakeholders and some others regarding the said policy;

(d) if so, the details of the suggestions received by the Government in this regard; and

(e) the time by when the said policy is likely to be implemented?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) & (b): Yes, Sir. The Government has evolved a New DAVP Advertisement Policy with effect from 2nd October,2007 and a copy of the same is placed at Annexure. The said Policy is also posted on DAVP website at www.davp.nic.in.

(c) & (d): Yes, Sir. The Government had sought suggestions from the stakeholders and some others, on the New DAVP Advertisement Policy by 31st October, 2007. Still the suggestions are being received from various quarters and the same are being examined. The suggestions, if found acceptable, would be incorporated in the Policy, through an amendment which is a regular process.

(e): The New DAVP Advertisement Policy came into effect from 2nd October, 2007.